What is claimed is:

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- 1. An adjusting method for centering an earth electrode at a center electrode of a spark gap of a spark plug, comprising the steps of:
- illuminating said spark plug from a front of a surface of an end tip of said earth electrode;

picking up a reflected image of said spark gap;

calculating a center of the tip surface of said earth electrode and axis of said center electrode on the basis of said reflected image;

moving said earth electrode toward said axis;

measuring a positional difference between said axis of said center electrode and center of said earth electrode along a direction perpendicular to said axis of said center electrode.

- 2. The adjusting method according to claim 1, wherein said center of said earth electrode is an area centroid of said reflected image of said earth electrode.
- 3. The adjusting method according to claim 1, wherein said moving step moves said earth electrode by a displacement including a prescribed spring-back.
 - 4. The adjusting method according to claim 1, wherein all of the steps are repeated, if said positional difference is not within a prescribed tolerance.
- 5. The adjusting method according to claim 1, wherein said illuminating step or picking-up step is preceded by a chucking step for chucking said spark plug.